

IN THE CLAIMS

Please **AMEND** various claims and **ADD** new claims 18 – 20 in accordance with the following:

1. (CURRENTLY AMENDED) A communication promotion method used in a chat system having a plurality of chat devices which share any of virtual chat spaces being configured on a network and which send and receive messages among themselves, comprising:

linking or installing in the chat devices image representations and/or physical representations of chat participants that can be operated according to predetermined operation instructions received by the chat device via the network from a chat administrator of the chat space of the chat devices,

detecting by the chat administrator a predetermined event occurring within the chat space,

determining at the chat administrator a plurality of different correlated operation instructions that correspond to the detected event in the chat space for operating the image representations and/or the physical representations of the chat participants linked or installed in the chat devices,

determining at the chat administrator a plurality of different control instructions for each type of image representations and/or physical representations among the plurality of chat participants linked or installed in the chat devices,

determining at the chat administrator different chat device destinations corresponding to the determined plurality of the different operation instructions and the determined plurality of different control instructions for operating the image representations and/or the physical representations of the chat participants linked or installed in the different chat device destinations, and

sending by the chat administrator the determined plurality of the different operation instructions and/or control instructions corresponding to the event via the chat system to the determined corresponding different chat device destinations to operate the image representations and/or the physical representations of the chat participants linked or installed in the different chat device destinations.

2. (PREVIOUSLY PRESENTED) The communication promotion method set forth in claim 1, wherein an originating address and a destination address of the operation instructions for operating the image representations and/or the physical representations of the chat

participants, and an event detection time, are sent to the determined corresponding different chat device destinations together with the operation instructions.

3. (CANCELLED)

4. (CANCELLED)

5. (CURRENTLY AMENDED) An administration device used in a chat system having a plurality of chat devices which share any number of virtual chat spaces being configured on a network and which send and receive messages among themselves, comprising:

an association table that relationally stores a predetermined event occurring in a chat space with participating chat devices, a plurality of predetermined control instructions, and a plurality of predetermined different correlated operation instructions that correspond to the predetermined event,

wherein the plurality of predetermined control instructions correspond to a plurality of types of image representations and/or physical representations among the chat devices, and the plurality of predetermined different correlated operation instructions correspond to a plurality of different chat device destinations to operate image representations and/or physical representations of chat participants that are linked to or installed in the chat device destinations;

a chat event detector detecting a predetermined event in the chat space, based on the association table;

an operation instruction determiner determining the plurality of the different operation instructions for the detected event, based on the association table;

a destination determiner determining the corresponding plurality of the different chat device destinations to be transmitted the determined plurality of the different operation instructions, based on the association table; and

a transmitter transmitting the determined plurality of the different control instructions and/or the determined plurality of the different operation instructions corresponding to the event via the chat system to the determined corresponding chat device destinations to operate the image representations and/or the physical representations of the chat participants that are linked to or installed in the chat device destinations.

6. (PREVIOUSLY PRESENTED) The administration device set forth in claim 5,

wherein the transmitter transmits an originating address of each determined operation instruction, a destination address of each determined operation instruction, and an event detection time, to each corresponding different chat device destination together with the determined operation instruction.

7. (PREVIOUSLY PRESENTED) The administration device set forth in claim 5, additionally comprising a controller selecting a plurality of operation instructions that correspond to events in the chat space to operate the image representations and/or the physical representations of the chat participants, based on predetermined conditions when the plurality of the operation instructions occur with a same chat device as a chat device destination, and sending the selected plurality of the operation instructions to the same chat device.

8. (PREVIOUSLY PRESENTED) The administration device set forth in claim 5, wherein when the image representations and/or the physical representations of the chat participants are linked to or installed in one of the chat devices, the destination determiner determines one or the plurality of the image representations and/or the physical representations of the chat participants to operate from among the image representations and/or the physical representations of the chat participants, based on the detected event, and

the transmitter sends a determined operation instruction including a specification of the image representations and/or the physical representations of chat participants to the corresponding chat device destination to operate therein the specified image representations and/or physical representations of the chat participants.

9. (CANCELLED)

10. (CURRENTLY AMENDED) An administration device used in a chat system having a plurality of chat devices which share any of virtual chat spaces being configured on a network and which send and receive messages among themselves, comprising:

an association table that relationally stores a predetermined event occurring in a chat space with participating chat devices, a plurality of different correlated control instructions that correspond to the type of image representations and/or physical representations among the plurality of chat devices, and a plurality of different correlated operation instructions that correspond to the predetermined event,

wherein the plurality of different correlated operation instructions correspond to a

plurality of different chat device destinations to operate image representations and/or physical representations of chat participants that are linked to or installed in the chat device destinations;

a chat event detector detecting a predetermined event in the chat space, based on the association table;

a determiner determining the plurality of control instructions and/or the plurality of the different operation instructions for the detected event, based on the association table; and

a transmitter transmitting the plurality of different control instructions and/or the determined plurality of the different operation instructions corresponding to the event to the plurality of different chat device destinations to operate the image representations and/or the physical representations of the chat participants that are linked to or installed in the chat device destinations.

11. (CURRENTLY AMENDED) A computer-readable recording medium recording an administration program controlling a chat administration device in a chat system in which a plurality of chat devices share any of virtual chat spaces operating on a network and send and receive messages among themselves, according to a process comprising:

preparing an association table that relationally stores a predetermined event occurring in a chat space with participating chat devices, a plurality of predetermined control instructions that describe the type of image representations and/or physical representations of the participating chat devices, and a plurality of predetermined different correlated operation instructions that correspond to the predetermined event,

wherein the plurality of predetermined control instructions and the plurality of predetermined different correlated operation instructions correspond to a plurality of different chat device destinations to operate image representations and/or physical representations of chat participants that are linked to or installed in the chat device destinations;

detecting a predetermined event in the chat space, based on the association table,

determining the plurality of different control instructions for the detected event, based on the association table,

determining the plurality of the different operation instructions for the detected event, based on the association table;

determining the corresponding plurality of the different chat device destinations to be transmitted the determined plurality of the different operation instructions, based on the association table; and

transmitting the determined plurality of the different control instructions and/or the

determined plurality of the different operation instructions corresponding to the event via the chat system to the determined corresponding chat device destinations to operate the image representations and/or the physical representations of the chat participants that are linked to or installed in the chat device destinations.

12. (CURRENTLY AMENDED) A computer-readable recording medium recording an administration program controlling a chat administration device used in a chat system having a plurality of chat devices which share any of virtual chat spaces being configured on a network and send and receive messages among themselves, according to a process comprising:

preparing an association table that relationally stores a predetermined event occurring in a chat space with participating chat devices, a plurality of predetermined control instructions that describe the type of image representations and/or physical representations of the participating chat devices, and a plurality of predetermined different correlated operation instructions that correspond to the predetermined event,

wherein the plurality of predetermined control instructions and the plurality of predetermined different correlated operation instructions correspond to a plurality of different chat device destinations to operate image representations and/or physical representations of chat participants that are linked to or installed in the chat device destinations;

detecting a predetermined event in the chat space, based on the association table;
determining the plurality of different control instructions for the detected event, based on the association table,

determining the plurality of the different operation instructions for the detected event, based on the association table; and

transmitting the determined plurality of the different control instructions and/or the determined plurality of the different operation instructions corresponding to the event to the plurality of different chat device destinations to operate the image representations and/or the physical representations of the chat participants that are linked to or installed in the chat device destinations.

13. (PREVIOUSLY PRESENTED) The chat administration device according to claim 5, wherein the chat event detector detects the predetermined event from among a plurality of association table events comprising participate in the chat space, withdraw from the chat space, a number of chat participants in the chat space exceeds a predetermined number, a change in a mode or a topic of the chat space, a chat statement has not been made for longer than a

specified time, a statement of a chat participant nickname or name, chatting is frequent, and specifying a chat participant image representation and/or physical representation.

14. (PREVIOUSLY PRESENTED) The chat administration device according to claim 5, wherein if the chat event detector detects a plurality of the events at same chat device destination or at same image representation and/or physical representation of a chat participant, as overlapping events, the operation instruction determiner processes the detected overlapping events according to a specified event processing method.

15. (PREVIOUSLY PRESENTED) The chat administration device according to claim 14, wherein the specified event processing method is one of sequentially executing the detected overlapping events, and selectively executing one or a plurality of the detected overlapping events.

16. (PREVIOUSLY PRESENTED) The chat administration device according to claim 5, wherein if the chat event detector detects a plurality of the events at same chat device destination or same image representation and/or physical representation of a chat participant, as overlapping events, the operation instruction determiner selects one or a plurality of the detected overlapping events according to one or more selection criteria comprising:

- if same event occurs within a specified time period, ignoring second and subsequent occurrences of the same event,
- selecting a first or a last event within a specified time, or
- selecting one or a plurality of the detected overlapping events according to a priority assigned to each event in the association table.

17. (PREVIOUSLY PRESENTED) The chat administration device of claim 16, wherein the event priority assignment comprises:

- when events occur continuously in a short time, only an operation instruction corresponding to a highest priority event or a specific number of higher priority events is selectively sent to a chat device destination or an image representation and/or physical representation of a chat participant,
- giving priority to events on a current chat space rather than to events on a sub-chat space, or

giving priority to events based on a destination of the corresponding operation instructions.

18. (NEW) The chat administration device according to claim 5, wherein the chat devices image representations and/or physical representations becomes more varied as the number of chat devices in the virtual chat space increases.

19. (NEW) A system comprising:
a plurality of different chat devices sharing a virtual chat space on a network, the chat devices configured to send and receive messages among themselves over the network,
a plurality of different correlated control instructions that correspond to a specific type of image representations and/or physical representations among the plurality of chat devices,
a plurality of different correlated operation instructions that correspond to a predetermined event,
a chat event detector detecting a predetermined event occurring in the chat space and the types of image representations and/or physical representations existing in the chat space during the event, based on an association table that relationally stores predetermined events and types of image representations and/or physical representations,
a determiner determining the plurality of different correlated operation instructions for the detected event, based on the association table, and for determining the plurality of different correlated control instructions for the detected types of image representations and/or physical representations existing in the virtual chat space, based on an association table, and
a transmitter transmitting the plurality of different control instructions and/or the determined plurality of different operation instructions corresponding to the event so that the plurality of different chat devices can operate the image representations and/or physical representations in the chat space.

20. (NEW) The chat administration device according to claim 19, wherein the image representations and/or physical representations of the chat devices becomes more varied as the number of chat devices in the virtual chat space increases.